



IFW

Docket No.: 577172000200  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Steven O. MARKEL et al.

Application No.: 10/046,618

Confirmation No.: 4807

Filed: October 26, 2001

Art Unit: 2614

For: COLLECTION OF AFFINITY DATA FROM  
TELEVISION, VIDEO OR SIMILAR  
TRANSMISSIONS

Examiner: J. R. Sheleheda

**AMENDMENT UNDER 37 CFR 1.111**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Action dated April 5, 2005, please amend this application as follows:

**Amendments to the Claims** begin on page 2.

**Remarks** begin on page 6.